

QUAKER CITY FEDERAL / FALL 1973

# LOCALE<sup>®</sup>



1973 WHITTIER "CITIZEN OF THE YEAR" ANNOUNCED  
See story on page 7.



# PIC OF THE PEOPLE

Photo capsules of people and events of interest to this Locale



**ANNUAL ALUMNI ASS'N AWARD** was given to Dr. Forrest Jack Warner (center) by the Bowling Green State University Alumni Association for his Outstanding Community Service. The University is in Ohio. Dr. Warner, who is on the La Habra School Board and is well known as a community leader in many La Habra civic activities, is being congratulated by Karl Schwab (left), National President of the 41,000 member organization Alumni Ass'n, and Ken Watson, Assistant Vice President of Quaker City Federal and Manager of the La Habra office. Dr. Warner will be honored at a dinner on October 24th at the Los Coyotes Country Club.

*Front Cover Photo Courtesy of IHI Co., Ltd.*

---

The Whittier LOCALE Magazine comes to you through the courtesy of Quaker City Federal Saving and Loan Association and is published quarterly by Locale Publishing Co., 1948 Riverside Drive, Los Angeles, California 90039. Copyright 1973 by Locale Publishing Co.; Publisher and Editor, Mark Fuller; Feature Editor, Sue Jacobs; Art Director, Czeslaw Z. Banasiewicz.

---





## NEWEST UPTOWN WHITTIER WALKWAY

*located in the 1st block north of Philadelphia on Greenleaf, is enjoyed by (l to r): Lee Strong, President of the Whittier Uptown Ass'n; C. J. Pilkerton, Park Superintendent for the Whittier Parks Dept.; J. L. Thomas, Vice President-Secretary of Quaker City Federal, and Thomas Gentry, Quaker City Federal Ass't Vice President and Manager of the East Whittier office. Each of the attractive and convenient walkways, which are being paid for by the businesses located in the area, is named after one of John Greenleaf Whittier's poems. The newest addition is appropriately called "Fountain".*



## A WELCOME ABOARD THE GOOD SHIP "Q"

*is offered by Tom Flores (r), Quaker City Federal's Treasurer, to four new staff members at our Uptown Whittier Office. Looking forward to meeting and serving you are: Betty Meacham, Teller (transferred from our La Habra office); Marion Burtz, Special Service; Eleanor Batrin, Teller, and John Joines, Loan Service Manager.*



## YOUNG ARTIST'S PAINTING IS A WINNER!

*Quaker City Federal recently displayed in our Main Office the winning paintings in the Equitable Life Assurance Society's 1973 Calendar Contest. One of the winners was Joseph Ranft, shown here with his parents, Mr. and Mrs. James Ranft of Whittier, and Bert Parminter, local representative of the Society and sponsor of the local entrants. Joseph's painting, in the background, is reproduced in full color on pages 12-13.*



# HARVEST TIME





# TIME '73...brings plenty of Food for Thought for all of us.



*Photo Courtesy of Sperry Rand Corp.*

Fall is the traditional time to pause for a moment, survey America's bountiful harvest, and give thanks for the many blessings bestowed upon this great land of ours.

It's already beginning to seem a little unreal to remember the headlines of the summer just past, with talk of food and gasoline shortages subsiding somewhat from a few weeks back and meat counters beginning to take on a more familiar look of plenty. This is not to assume that a major amount of the summer's food and energy supply crunch doesn't still linger. It was real alright and the resultant higher prices that have accompanied the reappearance of more meat and food supplies are just as real.

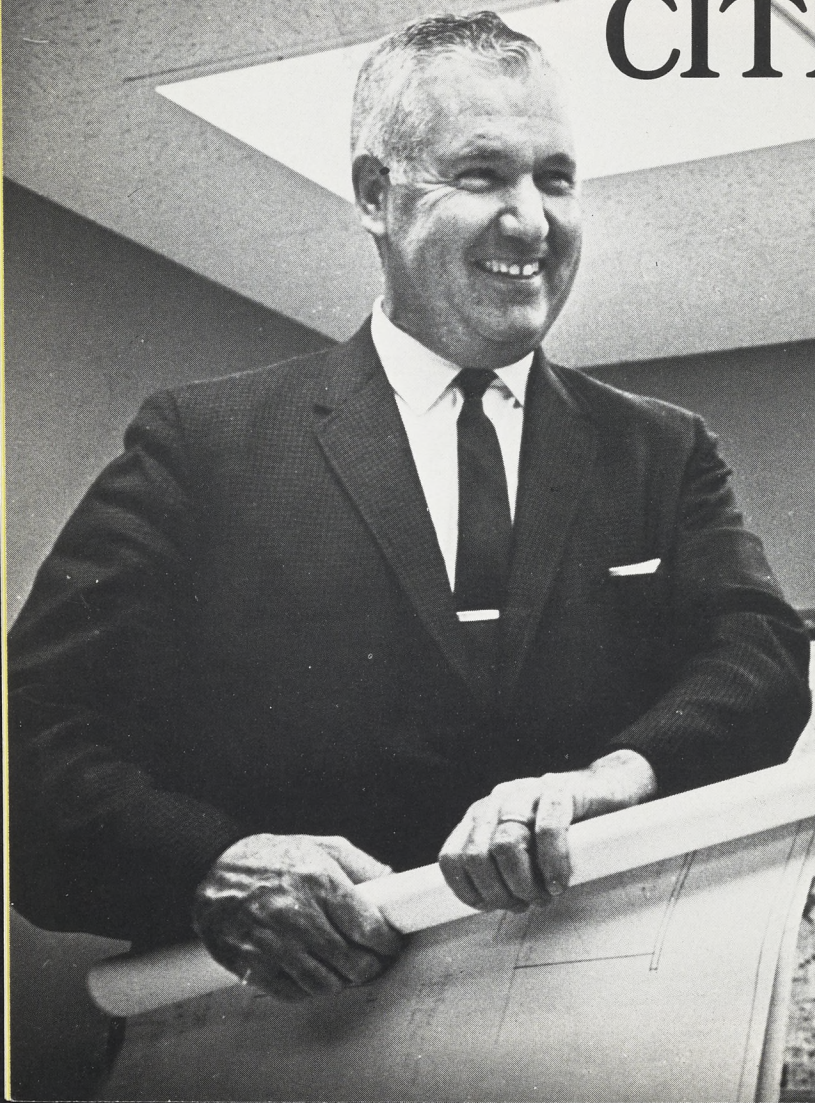
Yes, though the immediate problems may have subsided for a while the questions they conjured still come quickly to mind. Will food shortages actually become a reality for Americans? Must we brace ourselves for electrical brown-outs and rationed energy supplies? And if all of this is even possible how in the world do we deal with it?

The answers that are emerging indicate that our situation is far from hopeless. We are beginning to meet the inevitable adjustments of a shrinking world and by making the necessary re-allocations we point the most hopeful way toward the solution.

*(continued on page 15)*



CITIZEN





**We're pleased to announce that our President  
D. W. FERGUSON  
has been jointly honored as**

# **CITIZEN OF THE YEAR**

**by the Whittier District Board of Realtors and  
the Whittier Chamber of Commerce**

In recognition of his contributions to the growth and development of the Whittier area, D. W. Ferguson has been named 1973 "Citizen of the Year". The honor will be bestowed jointly by the Whittier District Board of Realtors and the Whittier Chamber of Commerce at ceremonies taking place on October 11th at the Friendly Hills Country Club.

Douglas Ferguson, who is President and a Director of Quaker City Federal Savings and Loan Association, is the 8th person to be awarded this honor. He joins a distinguished group of fellow citizens thus honored: William Henry Harrison, John B. Reilly, Ezra B. Hinshaw, Roy C. Morris, Earl Myer, Harry Schuyler and Hortense Behrens.

A resident of Whittier since 1923, Doug Ferguson attended local schools and Fullerton Junior College. He first joined Quaker City Federal in 1937 and became President in 1952. Over the years Doug Ferguson has given gen-

erously of his time to many civic and humanitarian activities. Because of his vital interest in our schools, he served 9 years as a member of the Board of Trustees of the Whittier Union High School District and he is currently a Trustee of Whittier College.

Other current posts that he holds include that of Director of the United Way, Region III (he has served in the past as Chairman and Campaign Chairman of the Rio Hondo Area United Way). He is also a member of the Salvation Army Advisory Board of Whittier and is Treasurer and Director of the Central & West Basin Replenishment District.

Doug and his lovely wife, Ruth, are members of the Plymouth Congregational Church where he has also served as Moderator and Chairman of the Board of Trustees.

As President of Whittier's oldest savings and loan association, Doug Fer-

*(continued on page 10)*



Even though it has always been true that every dollar counts, the current inflationary picture makes it even more important to be sure you're getting the most for your money. That goes for your savings investments too, of course, and here at Quaker City Federal we're happy to offer savers the largest variety of savings accounts in our history.

Interest Rate	Annual Yield	Term in Months	Minimum Balance
6.50%	6.72%	12	\$1,000
6.50%	6.72%	24	\$5,000
6.75%	6.98%	30	\$5,000

*From time to time even higher rates may be available on a quota basis on maturing term accounts.*

One or more of these new higher paying accounts or our 5¼% Regular Passbook Account may be just right for you now or when your current term account expires. Why not drop by soon and let one of our friendly officers help you review your financial portfolio. We may be able to add some new dimensions to your dollars!



# DO YOUR SAVINGS





**QUAKER CITY FEDERAL SAVINGS  
AND LOAN ASSOCIATION**

UPTOWN WHITTIER MAIN OFFICE: 7021 Greenleaf Avenue. (213) 698-0151

EAST WHITTIER OFFICE: 15335 Whittier Blvd. (213) 694-3811

LA HABRA OFFICE: 401 E. Whittier Blvd. (213) 694-3931

**GS MEASURE UP?**



*(continued from page 7)*

guson has been instrumental in helping to make home ownership possible for many families in the greater Whittier area. A dynamic leader in the savings and loan industry, Doug is a member of the prestigious Executive Committee of the United States Savings and Loan League. He is also a Past President of the California Savings and Loan League.

"If you want something done, ask a busy person to do it" is indeed proved true as we continue with the posts Doug Ferguson has held. A member of the Whittier Kiwanis Club, he has served as Director of that organization as well as Director for the Rio Hondo Y.M.C.A., Whittier Area Chamber of Commerce and Director-Treasurer of the Rio Hondo Symphony Association.

All of us at Quaker City Federal are indeed proud of this honor awarded to D. W. Ferguson. It is one more reflection of the warm esteem in which he is held by his fellow Whittierites because of his vital contributions to this thriving community.

# CITIZEN OF THE YEAR

## WHEN WILL AMERICA GO METRIC?

The title of this article assumes that the United States will indeed convert from our customary system to the Metric System of weights and measurements. Actually this subject has been under consideration from time to time for over 150 years. Back in 1821 John Quincy Adams reported to Congress on the advisability of changing over (he thought the Metric System admirable but not universal enough at that time) and the subject has arisen periodically.

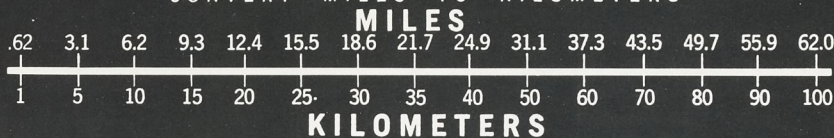
Recently, however, there is more impetus for the change. The United States - the world's leading industrial nation - is the only major power in the world that has not adopted the Metric System. Some of our businesses and industries already use that system, wholly or in conjunction with the customary system. In fact, without giving it much thought, millions of Americans buy 35 millimeter film for cameras, take aspirin that is measured in grains and purchase 20 amp fuses. In fact, the engine in the popular Pinto car is 100% metric.

Proponents of the Metric System point out that, not only is it international in scope (thus producing a common source of communication), it also offers a simplicity and logic that is easily grasped by school children (it is based on the decimal system with



L  
?

CONVERT MILES TO KILOMETERS



multiples and submultiples of any given unit related by powers of 10.)

The fact that America will undoubtedly switch to the Metric System is indicated by the upsurge of discussion about the pros and cons of switching in the past few years. Currently, Congress is considering bills that would make the Metric System our predominant, though probably not exclusive, method of weights and measurements. In August of 1968, Public Law 90-472 was approved authorizing the Secretary of Commerce to make a study of the advantages and disadvantages of increased use of the Metric System. This study, undertaken by the National Bureau of Standards of the Department of Commerce, was published in July of 1970. The 170 page, illustrated, publication is titled "A METRIC AMERICA: A decision whose time has come" and may be purchased for \$2.25 from the U.S. Government Book Store in the Federal Building in Los Angeles or from the Government Printing Office in Washington, D.C. The publication includes the results of national business and industrial surveys, public hearings, conferences and personal interviews that covered virtually all segments of the American public and is recommended for an in-depth look at the potential problems and possibilities.

If, and when, America does go Metric, a coordinated broad national plan of some 10 or 15 years would set realistic time goals for various industries, schools, businesses and the general public. Provision would have to be made for discarding old machine tools and dies, for example, and sequeing into metrically calibrated equipment. Many people would be less productive on their jobs at the onset until the Metric System became as automatic as our present system. And it would take a great deal of education to accustom the general public to purchasing a liter of milk and driving at the gas-saving speed of 90 kilometers per hour.

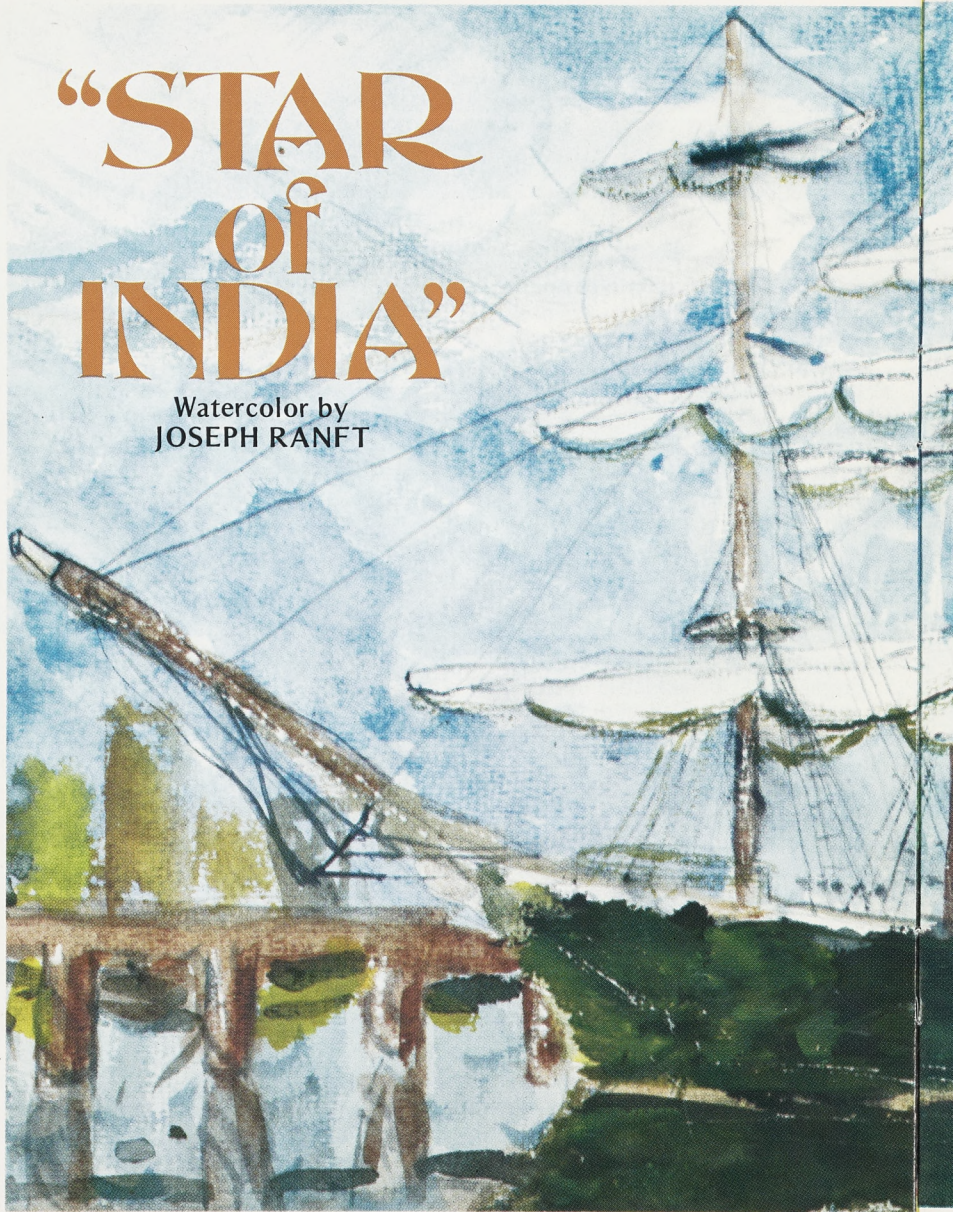
Some of our customary system references would probably remain for some time even after completion of the change over. It's difficult to imagine some one's saying, "I wouldn't touch that with a 300 centimeter pole" or, "there were the Rams with 3rd down and 1.8 meters to go".

There is no doubt that changing our system of weights and measures will have economic and sociological repercussions but if the decision is finally made, that overall it is in the best interests of this country to do so, a carefully laid out guide will help to make the conversion a less traumatic one and the thoughtful efforts of each American will make it work.

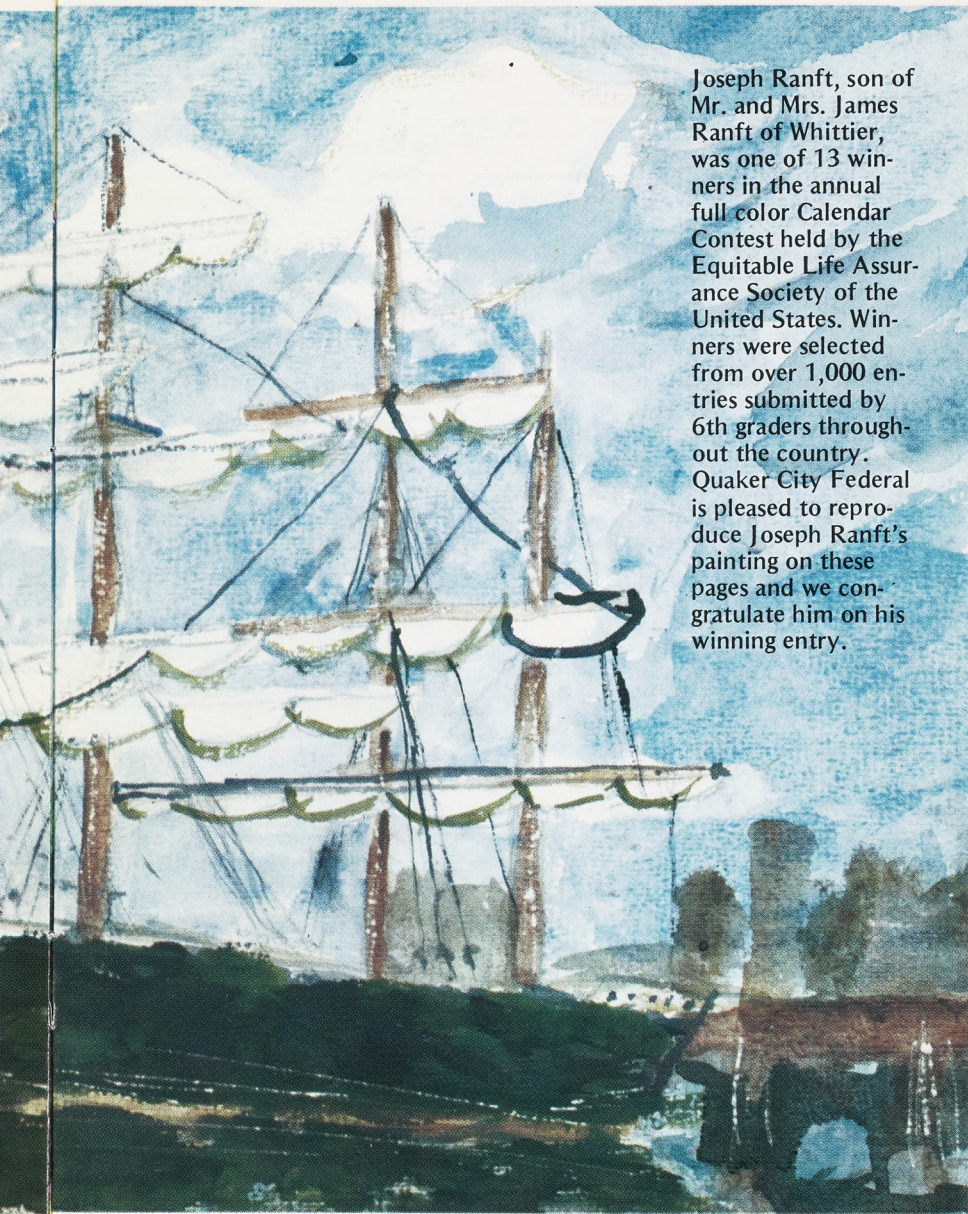


# “STAR of INDIA”

Watercolor by  
JOSEPH RANFT

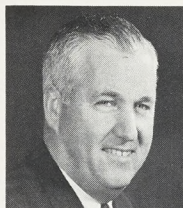






Joseph Ranft, son of Mr. and Mrs. James Ranft of Whittier, was one of 13 winners in the annual full color Calendar Contest held by the Equitable Life Assurance Society of the United States. Winners were selected from over 1,000 entries submitted by 6th graders throughout the country. Quaker City Federal is pleased to reproduce Joseph Ranft's painting on these pages and we congratulate him on his winning entry.





## Q-TALK

**BY D. W. FERGUSON**  
President of Quaker City  
Federal Savings

If you're a Quaker City Federal customer you are probably already aware of our new, higher yielding savings accounts. Soon after the Federal Home Loan Bank recently raised the ceilings on interest rates, Quaker City Federal was one of the few associations to rush the news to our own savers first.

The customer response to these new higher yielding savings plans was predictably strong. But as pleased as we were to offer the higher rates, we did so with mixed feelings because of two new factors that the Federal Home Loan Bank injected into the new rate picture. (1) Quotas were established on the total amount of savings that any one association could accept in a specific rate and term category. (2) New and rather severe penalties were imposed by the Regulatory Authorities on early withdrawals from Savings Certificate Plans.

In our letter to our savers we also explained that retroactive to July 1st, all Regular Passbook Account holders would automatically have their rate of interest increased to 5¼% per annum. It soon became apparent that our policy of informing our customers first was indeed the proper course! Our quotas were quickly filled in most of the higher rated Certificate Plans with the result that we were forced to turn away many new inquiries about

these new higher rated offerings.

Fortunately, the Federal Home Loan Bank has just announced that additional quota is now available in many of these categories. As a consequence we are pleased to pass along the good news to our present customers as well as new friends that, as existing certificates mature they may be renewed at higher rates within our quota limitations but in all cases higher than the rate of the maturing accounts.

May I take this opportunity to thank all of our customers and friends who have been so understanding during the past few weeks of adjustment to these new rates and regulations. I think our staff has done a fine job in handling the unusually heavy response to the situation and we're happy to say that for the most part our customers were taken care of before our quotas were reached in most of the higher rated savings certificate categories. For the few who were temporarily inconvenienced may I reassure you that we will do everything possible to fill your needs as additional quota becomes available.

The other side of the coin of course, that must be balanced off against the higher rates we are allowed to pay on savings, is that we have to pass along these increased costs to our borrowers. Unfortunately, in a housing market which was only beginning to recover from the last tight money period these latest mortgage rate increases are almost certain to bring the housing industry to a near halt. It's one more of the many inequities that inflation and Federal attempts to control inflation continue to inflict on the housing industry. Hopefully, near term adjustments in these governmental policies will bring brighter news soon after the first of the year.



*(continued from page 5)*

Today the average American is becoming more and more embroiled in the world's business. We are bombarded daily by the news media about events taking place all over this planet as well as outer space and much of this worldwide activity eventually plays a part in our economic and social well being. But we can't turn back. The disappearance of anchovies off the coast of Peru does affect us as well as a hi-jacking in the Middle East.

In recent years we have been warned that some day food might be in short supply, as well as fuels, water and even living space. In fact, some of us have begun to fear that perhaps our entire way of life is going to be drastically altered or destroyed. Because we are constantly reminded of so many problems it is difficult to step back for a moment and survey the milieu with a calm eye.

But what many prophets of gloom and doom seem to overlook is the simple fact that mankind has the intelligence and capability to achieve whatever his imagination creates. The scientific and humanistic achievements of the 20th Century are multiplying so rapidly that we can barely record them fast enough. We should also remember that this nation is the world's foremost producer of food. Our amazing farming technology consistently improves and while occasional shortages may occur because of shifting economic patterns, it is not a time to panic or to cast about in anger for some one group to blame...the farmer, the middleman, the grocer or the labor unions. The economic and political subtleties of food production and distribution are much too complex for most of us to com-

prehend without a great deal of probing and thoughtful analysis.

However it is reasonable to assume that our capitalistic system will inevitably bring a swinging economic pendulum back onto a center course. In the meantime, it behooves each of us to be more conservative in our consumption. We can take to heart many of the suggested savings on food purchasing and preparation, for example, that are being printed in our magazines and newspapers daily.

Especially if you are a retired person on a fixed income, it is doubly rewarding to know that as the cost of living goes up, your savings dollars are earning more to keep pace with economy and although inflation is far from under control, your money buys more food here in the U.S. than in most other countries. Much the same can be said for your housing dollar. You are actually spending a smaller percentage of your income on food and shelter than your counterparts in most of the other countries of the free world.

Although we may look back occasionally with nostalgia to earlier days in our nation's history, we should also remind ourselves that each period of development or change had hardships to overcome and challenges to be met. This year especially, thanks to a summer of awakening, we Americans can enter more fully into the traditional Fall spirit of Thanksgiving with some special added insights into how truly blessed we are. By remaining united in national spirit as well as in our economic and social goals, this nation has the imagination and the strength to meet today's challenges... and meet them we will.



QUAKER CITY FEDERAL SAVINGS  
7021 S. GREENLEAF  
WHITTIER, CALIF. 90608

BULK RATE  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 125  
WHITTIER, CALIF.



Except for the things  
in life that money can't  
buy (just now most every-  
thing from your butcher)...

## NO BONES ABOUT IT

... a Quaker City Federal Sav-  
ings account is your surest  
way to meet the demands of  
tomorrow. We're now offering  
the highest rates and the wid-  
est variety of account plans  
in our history, every one of  
them designed to help you  
enjoy a bigger "steak" in  
the future!



**QUAKER CITY FEDERAL SAVINGS**  
AND LOAN ASSOCIATION

UPTOWN WHITTIER MAIN OFFICE: 7021 Greenleaf Avenue (213) 698-0151

EAST WHITTIER OFFICE: 15335 Whittier Blvd. (213) 694-3811

LA HABRA OFFICE: 401 E. Whittier Blvd. (213) 694-3931